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The Fifth Estate

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Broadcasting Sep 28

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56th Year 1987

New twist on fairness doctrine from Capitol Hill

Taft shareholders go for buyout

Vol. 113 No. 13

Broadcasting Sep 28

Cities contemplating changes in Cable Act... page 39.
Approval expected for Taft buyout... page 36.
ABC and Italian TV strike deal... page 38.
NFL strike takes football off air... page 35.
New Hill developments on fairness... page 35.

PEKING PEACOCK □ NBC News crew went on another road trip last week—this time broadcasting eight days of live coverage originating from two cities in China. **PAGE 37.**

COLINO SENTENCED □ Richard Colino, first U.S. director general of Intelsat, now faces prison term of up to six years. His actions were "an aberration," he says. **PAGE 38.**

JUDGING THE EMMYS □ Fox Broadcasting Co.'s airing of Emmy Awards runs long on time and short on ratings. NBC takes most awards. **PAGE 46.**

REINVENTING THE WHEEL □ Beginning Oct. 5 *Wheel of Fortune* takes on different look and new format. **PAGE 54.**

SUMMERTIME BLUES □ Network and national spot radio advertising down this summer. **PAGE 58.**

OUT OF SMALL BEGINNINGS □ NAB's second annual conference for markets 100 and smaller addresses major industry concerns. **PAGES 61-63.**

NEW FACE □ Decker Anstrom named NCTA executive vice president. **PAGE 63.**

MOSCOW ON THE POTOMAC □ ABC News presents live, unedited discussion between members of U.S. Congress and U.S.S.R.'s Supreme Soviet. **PAGE 64.**

COX TALKS CABLE □ Showtime/The Movie Channel's Chairman Tony Cox discusses "hard choices" facing Showtime's parent company; lower prices on movie packages, and program service promotions during his first appearance before cable industry group since assuming current post. **PAGE 69.**

DEFINING HIGH DEFINITION □ IEEE meeting focuses on future of advanced TV transmission systems. **PAGE 75.** NAB contributes $700,000 toward formation of technical research company for developing HDTV. **PAGE 42.**

THE LOVE OF THE GAME □ Arthur Kellar, head of EZ Communications, is a low profile group owner with a high regard for the medium he has made his life's work. **PAGE 95.**

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications, 1705 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C. and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually *Broadcasting* □ *Cablecasting Yearbook* $105. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37 yr.). Postmaster please send address corrections to *Broadcasting*, 1705 DeSales St., N.W. Washington, D.C. 20036.

King said that the changes in the show are not the result of the show's ratings. *Wheel* was down 3% in national averages in the second quarter of this year. National averages do not speak to the show's performance on the local level, however, where, according to King World, the show remains strong.

Wheel and *Jeopardy*, the second-ranked show in syndication, are now a firm go through 1992. King said that stations including WDIV(TV) Detroit, WCCO-TV Minneapolis, KRON-TV San Francisco and WPXI-TV Pittsburgh have signed four-year deals at higher license fees for *Wheel*. □

Council issues ratings guidelines

Draws distinction between 'hype' and 'distortion'

Citing the need for the most accurate ratings upon which advertisers place buys for about $25 billion in broadcast and cable commercials, the Electronic Media Ratings Council last week issued new guidelines on ratings distortion. The council's 24-member advisory board unanamously voted to issue the guidelines the week before, and it stressed that compliance by the rating services was strictly voluntary. Mel Goldberg, executive director of the EMRC, said last week that in addition to giving the rating services guidance in an area of increasing concern among many in the industry (BROADCASTING, June 29) "we are trying to raise the level of ethical behavior on the part of those in the industry."

EMRC drew a distinction between "hype" and distortion. "Contests, advertising, special programs or other promotional efforts may be considered hype," said EMRC. Such activity tends to be "equalized," since most stations engage in it, the council said.

Ratings distortion, on the other hand, said EMRC, "are those activities aimed at the actual households or people in the rating service samples that have the potential to influence respondents to report or record more or different viewing than actually occurred or would have occurred under normal circumstances."

EMRC listed several types of activity that it considered "ratings distortion" including, "special research studies conducted for broadcasters, cable operators, advertisers or programers during the survey periods which have the potential to influence the respondents in the rating service sample." EMRC did not mention by name the Minneapolis-based Atkinson Research, which conducted such surveys for clients in three markets last May (BROADCASTING, June 29). But clearly the Atkinson surveys would fall under the ratings-distorting type of survey defined by EMRC.

EMRC also said that programs about ratings panels "which might attract current panel members" had to be considered ratings distortion. The council made no reference to an eight-part series on KABC-TV Los Angeles last May about Nielsen "families." But the message was clear—such stories are taboo. Goldberg said EMRC would not discuss either the KABC-TV case or the Atkinson case, because litigation is outstanding.

EMRC also said that qualifying as attempts at distortion would be contests run only in sweeps periods and awarding prizes "significantly more lucrative than prizes awarded during other periods and which would, therefore, be likely to cause more viewers or listeners to participate than would usually view or listen to the programs."

EMRC urged rating services to ask diary and meter households whether the viewer had been asked to participate in any recent surveys requesting viewing to a particular channel. Households responding positively should be removed from the sample base, said ERMC. The council also said that rating services should include in their contracts clauses barring distortion activities on the part of clients.

EMRC urged ratings service to take one or more of the following measures in dealing with cases of ratings distortion:

- A footnote.
- Deleting the time period during which the acitivity occurred.
- Printing two versions of rating and homes using television data in the applicable ratings book, with and without the affected portion of programing.
- Delist the offending station for the entire sweep period.

Last week, Arbitron had no comment on the guidelines issued by EMRC, but Nielsen spokeswoman said the company "wholeheartedly agrees with the attempt that the EMRC is making with these guidelines. We are now analyzing them." □

NBC takes last week of summer

NBC's ratings win for the final week of the summer season (ended Sept. 20), according to the Nielsen peoplemeter numbers, was with a 15.6 rating and a 26.8 share. ABC took second place for the week, with an 11.8/20.3, while CBS finished close behind with an 11.7/20.2.

During the previous week, ended Sept. 13, NBC took first place with a 15.2/27, while CBS came in second with a 10.1/17.9 and ABC finished with a 9.6/17.1.

According to the latest ratings numbers, NBC had seven of the top-10 shows, leading off with the *The Cosby Show*'s 26.0/45. ABC's broadcast of *Monday Night Football* took second place with a 23.1/41. CBS's *60 Minutes* (20.3/35) tied with a special *NBC Investigates Bob Hope* (20.3/34) for seventh place, and ABC's *Growing Pains* (20.1/32) came in ninth.

The evening news race went to NBC with a 10.0/21. Both ABC and CBS tied for second with a 9.5/20. (The CBS figure is based on four days, Tuesday through Friday. The Monday telecast received lower coverage due to U.S. Open Tennis.) The previous week's news race also went to NBC, when the *NBC Nightly News* scored a 9.8/21 over ABC's 8.9/19 and CBS's 8.8/19.

NBC took Wednesday, Thursday, Saturday and Sunday. ABC took Monday, Tuesday and Friday. For the previous week it was NBC, four (Monday, Thursday-Sunday); ABC, Tuesday, and CBS, Wednesday.

Rank	Show	Network	Rating/Share
1.	Bill Cosby Show	NBC	26.0/45
2.	NFL Mon. Football	ABC	23.1/41
3.	Golden Girls	NBC	23.0/41
4.	Mama's Boy Special	NBC	20.6/38
5.	Family Ties	NBC	20.5/33
6	Miss America Pageant	NBC	20.4/42
7.	60 Minutes	CBS	20.3/35
7	Bob Hope Special	NBC	20.3/34
9	Growing Pains	ABC	20.1/32
10.	My Two Dads	NBC	19.5/30
11.	Sunday Night Movie	NBC	19.3/36
12.	Murder, She Wrote	CBS	18.7/29
13.	Night Court	NBC	18.5/31
14.	Moonlighting	ABC	17.8/38
14.	Who's the Boss?	ABC	17.8/30
16.	St. Elsewhere	NBC	17.0/30
17.	Highway To Heaven	NBC	16.6/28
18.	Growing Pains Sepecial	ABC	16.5/31
19.	Newhart	CBS	16.3/25
20.	227	NBC	16.2/31
21.	Wiseguy Special	CBS	15.8/27
22.	Kate & Allie	CBS	15.6/25
22.	Designing Women	CBS	15.6/24
24.	L.A. Law	NBC	15.5/29
25.	A Year in the Life	NBC	15.3/26
26.	Barbara Walters Special	ABC	15.0/26
27.	Frank's Place Special	CBS	14.9/25
28.	ALF	NBC	14.7/25
29.	Valerie	NBC	14.2/22
29.	Our House	NBC	14.2/25
31.	Oldest Rookie	CBS	14.1/24
32.	20/20	ABC	13.7/27
33.	Thursday Night Movie Special	ABC	13.3/23
34.	Monday Night Movie	NBC	13.1/21
35.	Facts of Life	NBC	12.6/25
36.	Sunday Night Movie	ABC	11.9/20
37.	Friday Special Movie	CBS	11.4/22
37.	Private Eye	NBC	11.4/22
37.	Rags To Riches	NBC	11.4/21
40.	Tuesday Movie	CBS	11.1/19
41.	Cagney & Lacey	CBS	10.8/18
41.	Houston Knights	CBS	10.8/18
43.	Sunday Movie	CBS	10.5/18
43.	Matlock	NBC	10.5/17
45.	Movie of the Week	NBC	10.2/17
46.	Charmings	ABC	9.7/16
47.	NFL Monday Night Football	ABC	9.6/16
48.	Satuday Special Movie	CBS	8.6/16
49.	Blessings of Liberty	ABC	8.2/14
50.	Sledge Hammer	ABC	8.1/14
51.	Max Headroom	ABC	7.7/14
52.	Constitutional Gala	CBS	7.6/13
53.	Head of the Class Special	ABC	7.2/12
54.	Disney Sunday Movie	ABC	6.7/12
54.	Spenser: For Hire Special	ABC	6.7/11
56.	Charlie Brown Adventure	CBS	6.6/13
57.	Muppets 30th Anniversary	CBS	6.4/11
58.	Summer Playhouse	CBS	5.4/10
59.	Once A Hero	ABC	5.1/10
60.	Saturday Night Movie	ABC	4.8/9

*indicates premiere episode

headed by Joe Dorton, chairman. Filed Sept. 8.

■ WCCU(TV) Urbana, Ill (ch. 27; ERP vis. 2,188 kw; HAAT: 854 ft.)—Seeks assignment of license from Urbana Channel 27 Inc. to Springfield Independent TV Co. for $1,169,100 plus assumption of liabilities up to $1,851,432. Seller is owned by Gerald Fitzgerald, who also owns KCOR(TV) Cedar Rapids, Iowa. Buyer is subsidiary of Bahakel Communications, Charlotte, N.C.-based group of six AM's, seven FM's and seven TV's owned by Cy N. Bahakel. Filed Sept. 11.

■ WJYL(FM) Jeffersontown, Ky. (101.7 mhz; 3 kw; HAAT: 400 ft.)—Seeks assignment of license from Inter Urban Broadcasting Of Louisville Inc. to Louisville Radio L.P. for $1.7 million. Seller is New Orleans-based group of three AM's and three FM's owned by Thomas P. Lewis and James J. Hutchinson. Buyer, newly organized, is owned by Thomas J. Buono, president of Broadcast Investment Analysts, Washington-based communications consultant; Richard Zitelman, owner of Zitelman Group, Chevy Chase, Md.-based financial consultant, and Michael Hesser, owner of SB Management, Redwood City, Calif.-based communications management firm. Filed Sept. 4.

■ New AM, Gretna, La. (750 khz; 250 w-D)—Seeks assignment of license from Marguerite Kingsmill and Barbara Behar to Alabama Broadcasters for $1,500. Seller has no other broadcast interests. Buyer is owned by Carl J. Aucl, who has interest in KEWQ(AM) Paradise and KKMC(AM) Gonzales, both California; WCHP(AM) Champlain, N.Y., and WLVJ(AM) Royal Palm Beach and WGOR(AM) Christmas, both Florida. Filed Sept. 10.

■ WKNR(AM) Battle Creek, Mich. (1400 khz; 1 kw-U)—Seeks assignment of license from WKNR Broadcasting Corp. to Triad Communications Co. for $300,000. Seller is headed by siblings Jane, Jannelle and Jeffrey Hicks. It has no other broadcast interests. Buyer is principally owned by C. Wayne Wright and family. It also owns WALM(AM) Albion and WELL-FM Marshall, both Michigan. Filed Sept. 14.

■ WGRY(AM) Grayling, Mich. (1590 khz; 1 kw-D)—Seeks assignment of license from Alpine Broadcasting Co. to Lakes Advertising Inc. for $110,000. Seller is owned by John DeGroot, who also owns WKPK(FM) Gaylord and WMLQ(FM) Rogers City, both Michigan. Buyer is owned by Thomas N. McNamara and Gary Mack. Filed Sept. 14.

■ KORX-FM Greenfield, Mo. (93.5 mhz; 2.35 kw; HAAT: 330 ft.)—Seeks assignment of license from Johnie F. Jones, receiver to KXBR Inc. for $200,000. Seller is receiver for Coppertone Communications, owned by Christopher J. Devine, who also owns WBYR(FM) Wethersfield, N.Y.; KBER(FM) Spanish Fork, Utah, and KKBR(AM) Los Alamos, N.M. Filed Sept. 15.

■ KHFM(FM) Albuquerque, N.M. (96.3 mhz; 15 kw; HAAT: 4,110 ft.)—Seeks assignment of license from Che Broadcasting to New Mexico Classical Radio Inc. for $850,000. Seller is owned by J.D. Hopperton and William Weinrod. It has no other broadcast interests. Buyer is principally owned by F. Michael Langer, station's manager and Roxanne Allen, station's sales manager. It has no other broadcast interests. Filed Sept. 15.

■ WIQT(AM) Horseheads, N.Y. (1000 khz; 5 kw-D)—Seeks assignment of license from Chemung County Radio, Inc. to Paul and Nancy Schumacher for $175,000. Seller is group of eight partners headed by station's general manager, Ron Ferro. It has no other broadcast interests. Seller has been awarded new frequency on 820 khz and will retain present call letters, expected to go on air full time at end of October. Buyer has no other broadcast interests. Filed Sept. 8.

■ WKAL-AM-FM Rome, N.Y. (AM: 1450 khz; 1 kw-U; FM: 95.9 mhz; 3 kw; HAAT: 105 ft.)—Seeks assignment of license from WENY Inc. to Target Communications of Utica/Rome Inc. for $650,000. Seller is owned by Donald M. Simmons, who also own WOND(AM) Pleasantville, WMGM(FM) Atlantic City and WMGM-TV Wildwood, all New Jersey, and WENY-AM-TV and WLEZ-FM Elmira, N.Y. Buyer is subsidiary of Target Communications, Augusta, Ga.-based group of five AM's and nine FM's, principally owned by Donald J. Alt. Filed Sept. 9.

■ KJDY(AM) John Day, Ore. (1400 khz; 1 kw-U)—Seeks assignment of license from Pendelton Broadcasting Co. to Blue Mountain Broadcasting Co. for $150,000. Seller is owned by Ted Smith, who also owns KUMA-AM-FM Pendleton, Ore. Buyer is owned by Phillip Gray and his wife, Judy. Phillip Gray is stations general manager. Filed Sept. 11.

■ WNQQ-FM Blairsville, Pa. (106.3 mhz; 2.4 kw; HAAT: 363 ft.)—Seeks assignment of license from WNQQ Inc. to Pennsylvania Broadcast Affiliates Inc. for $540,000. Seller is owned by Ray Gusky, no other broadcast interests. Buyer is principally owned by Arnold Rapoport and Bruce Loch. Rapoport is attorney and Loch is CPA, both from Allentown, Pa. Filed Sept. 11.

■ WIP(AM) Philadelphia (610 khz; 5 kw-U)—Seeks assignment of license from Metropolitan Broadcasting Corp. of Philadelphia to Spectacor Broadcasting L.P. for $6 million. Seller is New York-based group of three AM's and six FM's headed by Carl Brazell. Buyer is new group principally owned by Ragan Henry, Tom Brookshier, Jay Snider, Edward Snider, Art Camiolo and Jay Snider. Filed Sept. 9.

■ WPHL-TV Philadelphia (ch. 17; ERP vis. 2,340 kw, 300 kw; HAAT: 1,313 ft.)—Seeks assignment of license from Providence Journal Broadcasting Corp. to Dudley Taft Communications Inc. for $71,978,400. Seller is Providence, R.I.-based publisher of Providence Journal-Bulletin, operator of 14 cable systems in five states and owner of KMSB-TV Nogales, Ariz., and KGSW(TV) Albuquerque, N.M. It is headed by Steve Hamblett, president and CEO, following death of chairman, Michael Metcalf (see "Fates and Fortunes," page 94). Buyer is principally owned by Dudley Taft, former vice-chairman of Taft Broadcasting. It also owns WGHP(TV) Greensboro, N.C. Filed Sept. 10.

■ WTAT-TV Charleston, S.C. (ch. 24; ERP: 5000 kw vis., 497.5 kw; HAAT: 1,630 ft.)—Seeks assignment of license from Charleston Community TV Ltd. to Act III Broadcasting of Charleston for $4,821,000. Seller is principally owned by general partner, Terry Trousdale. It has no other broadcast interests. Buyer is principally owned by producer Norman Lear. It also owns WNRW(TV) Winston-Salem, N.C. It will restructure ownership to gain majority control but will retain station's limited partners. Filed Sept. 4.

■ KZOM-FM Stamford, Tex. (92.1 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Jon Bruce Thoen to Rev. William S. Cutter for $3,900. Seller and buyer have no other broadcast interests. Filed Sept. 14.

■ WCPT(AM) Alexandria and WCXR(FM) Woodbridge, both Virginia (AM: 730 khz; 5 kw-D; FM: 105.9 mhz; 50 kw; HAAT: 410 ft.)—Seeks assignment of license from Metcom Virginia Associates to Legacy of Washington Inc. for $22,750,000. Seller is subsidiary of Metroplex Communications, Cleveland-based group of four AM's and six FM's owned by Norman Wain and Robert C. Weiss. Buyer is Los Angeles-based group of two AM's and five FM's owned by Carl Hirsch and Robert F.X. Sillerman. Filed Sept. 9.

■ WHAW(AM)-WSSN(FM) Weston, W.Va. (AM: 980 khz; 1 kw-D; FM: 102.3 mhz; 940 w; HAAT: 490 ft.)—Seeks assignment of license from Central West Virginia Service Corp to Stonewall Broadcasting Corp. for $363,500. Seller is owned by Ruth Brown, who has no other broadcast interests. Buyer is owned by Bruce Beam, general manager of WPQZ(AM)-WKKW(FM) Clarksburg, W.Va. Filed Sept. 11.

■ WFON(FM) Fond Du Lac, Wis. (107.1 mhz; 3 kw; HAAT: 312 ft.)—Seeks assignment of license from Costas Enterprises, Inc. to Independence Broadcasting of Wisconsin Corp. for $3.3 million. Seller is owned by Don Rabbit, who has no other broadcast interests. Buyer is principally owned by John Goodwill and Peter Sulick. It also owns KSAL(AM)-KYEZ(FM) Salina, Kan., and KOEL-AM-FM Oelwine, Iowa. Filed Sept. 14.

Summary of broadcasting
as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

New Stations

Applications

FM's

■ Paradise Valley, Ariz.—American International Diversified seeks 105.9 mhz; 3 kw; HAAT: 75 m. Address: 4548 West Osborn Rd., Phoenix, 85031. Principal has no other broadcast interests. Filed Sept. 10.

■ Paradise Valley, Ariz.—Arizona FM Partnership seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 3600 N. Hayden Rd., #3714., Scottsdale, Ariz. 85251. Principal has no other broadcast interests. Filed Sept. 10.

■ Paradise Valley, Ariz.—Paradise Valley Broadcasters seeks 105.9 mhz; 3 kw; HAAT: 2 m. Address: 6543 E. Hummingbird Lane., Paradise Valley, Ariz. 85253. Principal has no other broadcast interests. Filed Sept. 10.

■ Paradise Valley, Ariz.—Paradise Valley Associates L.P. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 3524 East Ashurst., Phoenix 85044. Principal is owned by Timothy E. Cervantes, who has no other broadcast interests. Filed Sept. 10.

■ Paradise Valley, Ariz.—Scottsdale Talking Machine & Wireless Co, Inc. seeks 105.9 mhz; 1 kw; HAAT: 147 m. Address: 5529 East Sapphire Lane, Paradise Valley 85253. Principal is owned by Katharine S. Klein and Randy B. Hensel, who have no other broadcast interests. Filed Sept. 10.

■ Paradise Valley, Ariz.—Paradise Valley Broadcasters L.P. I. seeks 105.9 mhz; 384 w; HAAT: 218 m. Address: 4338 E. Acoma Dr., Phoenix 85032. Principal is owned by Charles J. Brentlinger, who has no other broadcast interests. Filed Sept. 10.

■ Paradise Valley, Ariz.—Camelback Radio Broadcasters L.P. seeks 105.9 mhz; 2.2 kw; HAAT: 116 m. Address: 109 E. Jones St., Savannah, Ga. 31401. Principal is owned by Benjamin M. Tucker, who also owns WWDR(FM) Hardeeville, S.C. Filed Sept. 10.

■ Lewes, Del.—Bay Communications, Inc. seeks 105.9 mhz; 1.34 kw; HAAT: 151 m. Address: Box 291 Yarmouth Rd., Freeport, Maine 04032. Principal is owned by Robert J. Cole. It has no other broadcast interests. Filed Sept. 10.

■ Lewes, Del.—John E. Arsenault Jr. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 4155 Hwy 1, Rehoboth Beach, Del. 19971. Principal has no other broadcast interests. Filed Sept. 10.

■ Lewes, Del.—Richard B. Gamberg seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: Rd #1, Box B. 214a, Milton 19968. Principal has no other broadcast interests. Filed Sept. 10.

■ Lewes, Del.—Susan Marie Beth Romaine seeks 105.9 mhz; 3 kw; HAAT: 83 m. Address: 5341 King Charles Way, Bethesda, Md. 20814. Principal has no other broadcast interests. Filed Sept. 10.

■ Lewes, Del.—Vincent T. Ridikas seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 4845 W. Lake Rd., Erie Pa. 16505. Principal has no other broadcast interests. Filed Sept. 10.

■ Lewes, Del.—Lewes Communications, Inc. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 36 Shipscarpenter Square, Lewes, DE 19958. Principal is owned by Kathryn Mitchell. It has no other broadcast interests. Filed Sept. 10.

■ Lewes, Del.—Paiva Limited seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 43 Inverness Lane, Middletown, Conn. 06457. Principal is owned by Robert P. Paiva Lloyd B. Roach and Larry H. Will. Roach and Will own WCZN(AM) Chester, Pa. Filed Sept. 10.

■ Englewood, Fla.—Cawley Corp. Inc. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 11 Mootwood Dr., Glens Falls, N.Y. 12801. Principal is owned by Augustine Cawley, who also owns WMJK(AM) Kissimee, Fla. and WWBZ(AM) Vineland, N.J. Filed Sept. 10.

■ Englewood, Fla.—Charles L. & Tony W. Fernandez seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: P.O. Box 2500., Sarasota, Fla. 34230. Principal has no other broadcast interests. Filed Sept. 10.

■ Englewood, Fla.—Russell Earl Warren, JR. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: PO Box 1207., Englewood, Fla. 34295. Principal has no other broadcast interests.